

1 ABSTRACT OF THE DISCLOSURE

2 Methods and packaging for point-of-sale ("POS") activation and subsequent
3 registration of products. Prior to POS activation, the product is unactivated and cannot be
4 used. Machine-readable activation at POS is disclosed such as a data-encoded activation
5 strip, readable by a magnetic or optical scanner, or such as integrated circuit card ("ICC")
6 technology. Prior to POS activation, and preferably obscured from view, the package has a
7 personalized identification number ("PIN"), such as alphanumeric characters with a scratch-
8 off coating or peel-off label, or the PIN may be only readable by a magnetic or optical
9 scanner, or may be encoded onto computer media, or may be data encoded within an ICC
10 element. After activation, the product is registered with a registration database, whereby the
11 PIN, and perhaps other information, is provided by the user over a communications channel,
12 enabling the product to be utilized.